

Message Text

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PAGE 01 STATE 221526
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 L-03 /026 R

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FM SECSTATE WASHDC
TO AMEMBASSY MONTEVIDEO

UNCLAS STATE 221526

E.O. 11652: N/A

TAGS: EIND, UY

SUBJECT: TRADEMARK APPLICATION FOR CHEESEBURGER

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLI-
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PAGE 02 STATE 221526

GENCE ON PENDING TRADEMARK APPLICATIONS. THE USTA HAS INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM CHEESEBURGER RECENTLY FILED IN URUGUAY.

3. ACTION REQUESTED: EMBASSY REQUESTED TO INFORM APPROPRIATE OFFICIALS IN GOVERNMENT AGENCY RESPONSIBLE FOR TRADEMARK REGISTRATIONS OF U.S. GOVERNMENT'S

OBJECTION TO APPLICATION NO. 160094 FILED JULY 25, 1978
BY FRIGONELLO, S.A. TO REGISTER THE WORD CHEESEBURGER
IN CLASSES 1 AND 3 FOR FOOD PRODUCTS ON GROUND TERM IS
GENERIC AND NOT JUSTIFIABLY REGISTRABLE AS EXCLUSIVE
TRADEMARK. OPPOSITION PERIOD EXPIRES SEPTEMBER 9, 1978.
REPORT ON RESULTS REQUESTED. CHRISTOPHER

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Message Attributes

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Capture Date: 01 jan 1994
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Current Classification: UNCLASSIFIED
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Draft Date: 31 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Document Unique ID: 00
Drafter: OIFI;FBP:JMLIGHTMAN/MMP
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ISecure: 1
Legacy Key: link1978/newtext/t1978083/aaaaabze.tel
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Litigation History:
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